



FOR IMMEDIATE RELEASE
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PURE AND NATURAL PET APPOINTS WENDY EDELSTEIN-GONZAGA AS CHIEF COMPLIANCE OFFICER

Norwalk, CT – February 10th, 2019 – Pure and Natural Pet continues their growth with adding Wendy Edelstein-Gonzaga as their Chief Compliance Officer. This newly created position will report to Beth Sommers, President and Chief Merchandising Officer.

Wendy will oversee the company’s ethics and compliance infrastructure. She steps into this role with over 20 years’ experience at Condé Nast, a global mass media company that produces some of the world's leading print, digital, video and social brands.

“I am pleased to be part of the intelligent, innovative, proactive business-minded team, and help them achieve all of their goals to move the business to the next level. I’m eager to further grow the strategic footprint of the company, while expanding corporate relationships. I’ll be implementing written policies, procedures, and standards of conduct. In addition, I will be responsible for preparing and filing required documentation to accomplish the business needs of Pure and Natural Pet. I look forward to developing effective lines of communication, while maintaining necessary regulatory knowledge in the industry as a whole.” said Wendy Edelstein-Gonzaga.

Gonzaga is a graduate of Pace University, studying International Marketing and is a Board Member of MCMA (Media & Content Marketing Association).



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She will be in charge of overseeing and managing compliance issues within Pure and Natural Pet. Wendy will ensure the company is complying with regulatory requirements and certification standards while following industry policies and procedures.

Beth Sommers, President and Chief Merchandising Officer of Pure and Natural Pet stated, “Wendy brings a wealth of information and systems having decades of experience at a blue-chip brand. She will be a tremendous asset in our growth and monitoring all of our complex certifications and evolving our business to best serve our customers.”

While at Condé Nast (and 3 years at PubWorx, a joint venture owned by Condé and Hearst), Wendy Edelstein-Gonzaga was the Compliance Director; originally for all of Condé Nast titles, expanding responsibility to all Hearst titles as well as 3rd party titles. She worked closely with all of the Circulation Audit Bureaus and filed Circulation Statements to aid advertisers and worked closely with the legal teams to confirm that the language on all promotions were compliant—following both FTC as well as advertising rules and regulations.

Wendy added “I love animals, they’re all so precious to my heart. I gravitated to the pet industry and specifically to Pure and Natural Pet because of their mission to be pure, honest and only use all-natural ingredients as well as their focus on overall pet wellness. I was also very impressed and excited about their wonderful philanthropic involvement around the country.”

For information on the all-natural and certified organic products at Pure and Natural Pet, visit our websites at PureAndNaturalPet.com, and ProCoatGrooming.com or call a customer service representative at (844) 698-4367.



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About Pure and Natural Pet & Pro-Coat GROOMING

Pure and Natural Pet is dedicated to delivering the highest quality products using the best ingredients the Earth has to offer. Our passion is the health and happiness of our 4-legged family members. Our products are USA Made, cruelty free, non-toxic and made with food grade ingredients. This passion and philosophy flow through everything we do in putting your pet's health first.

Pro-Coat GROOMING was developed specifically for groomers; time-saving, issue specific products that facilitate the diverse needs of their clientele.

Our mission is simple: The desire to help pets live longer, healthier lives. Our dedication to quality in both ingredients and manufacturing gives us the ability to ensure that you are using a product with no skin irritants or chemicals that nature itself designed to be effective and safe.

We use American factories that engage in environmentally friendly practices and comply with product quality standards and strict guidelines.



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